

MINUTES OF THE CITY COUNCIL
CITY OF AUSTIN, TEXAS
Special Called Council Meeting

September 8, 1980
3:00 P.M.

Council Chambers
301 West Second Street

The meeting was called to order with Mayor McClellan presiding.

Roll Call:

Present: Mayor McClellan, Councilmembers Goodman, Mullen, Snell,
Trevino, Himmelblau

Absent: Councilmember Cooke

Mayor McClellan stated that this is a Special Called Meeting for the purpose of a public hearing on the proposed 1980-81 Operating Budget for the Social Service contracts and the Arts contracts.

The Mayor said that the Human Services Review Team (HSRT) had presented funding proposal/recommendations with figures at no increase in funding, 5% increase and 10% increase. The City Manager had recommended a 7.5% increase in funding. (See the three following pages for recommendations)

Mr. Buck Apelt, representing HSRT, stated that the Review Team looked at about \$1.6 million in requests for City funding, while there would apparently be about \$1.2 to \$1.35 million to work with. HSRT recommendations fell within that range. Mr. Apelt called attention to one change from the original recommendations involving Development Assistance for Rehabilitation whereby \$67,000 in funding was now recommended.

MR. SISTO RAMIREZ, representing the Austin Area Human Services Association, suggested that an appropriate response for the Council to make would be to adopt no less than the \$1.6 million requested by the agencies for 1981.

The Mayor then opened the meeting to presentations from representatives of the agencies requesting City funding.

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AGENCY	CITY PROPOSED	CITY RECOMMENDED	CITY 04	CITY RECOMMENDED	CITY 31	CITY RECOMMENDED	CITY 104	CITY RECOMMENDED	COUNTY PROPOSED	COUNTY RECOMMENDED	UNITED WAY PROPOSED	UNITED WAY RECOMMENDED	ALSO PROPOSED	ALSO RECOMMENDED
Employment Assistance Rehabilitation	67,000	-0-	-0-	-0-	-0-	18,900	-0-	29,277	23,525/ 1,269	22,000	16,755	-	-	
Extend-A-Care	18,900	18,900	18,900	18,900	18,900	-	-	-	-	-	-	-	-	
Indochina Refugee and Resettlement Assistance Consultant, Inc.	69,702	-0-	-0-	-0-	-0-	18,900	-0-	-	-	-	-	-	-	
Legal Aid	66,955	-0-	-0-	-0-	42,112	18,900	-0-	28,160	15,282 121,069/	-	-	-	-	
AYC-MH/MR	531,512	310,127	331,512	331,512	331,512	14,440	-	138,623	12,831	10,704	10,704	10,704	10,704	
MH/MR	14,440	14,440	14,440	14,440	14,440	-	-	-	-	-	-	-	-	
Middle Earth Parent Family Life Center	19,058	19,058	19,058	19,058	19,058	14,440	-	15,465	14,767/ 703	7,841	NR	-	-	
People's Community Clinic	40,401	36,572	36,572	36,572	36,572	-0-	-	-	-	-	-	-	-	
Rape Crisis Center	32,846	31,940	31,940	31,940	31,940	-	-	18,855	17,949	18,768	17,862	-	-	
Teenage Parent Council	-	-	-	-	-	-	-	7,978	7,978	-	-	-	-	
Services for the Elderly	57,683	57,683	57,683	57,683	57,683	-	-	8,672	18,672*	18,826	NR	-	-	
United Action for the Elderly	48,093	48,093	48,093	48,093	48,093	-	-	32,550	32,550	19,569	19,569	-	-	
United Cerebral Palsy	25,366	-0-	20,094	20,094	20,094	-	-	5,610	15,610	-	-	-	-	
University Y	-	-	-	-	-	-	-	-	-	-	-	-	-	
ATLD	-	-	-	-	-	-	-	25,568	25,568*	-	-	-	-	
Nonempace	-	-	-	-	-	-	-	5,255	5,255	-	-	-	-	

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ATTACHMENT I
 FUNDING PROGRAMS/RECOMMENDATIONS
 FY 1981

AGENCY	CITY PROPOSED	CITY RECOMMENDED	CITY RECOMMENDED 54	CITY RECOMMENDED 104	COUNTY PROPOSED	COUNTY RECOMMENDED	UNITED WAY PROPOSED	UNITED WAY RECOMMENDED	ALSD PROPOSED	ALSD RECOMMENDED
Austin Community Television	20,893	-0-	-0-	-0-	-	-	-	-	-	-
Austin Area Urban League	31,844	30,960	30,960	30,960	-	-	30,379	20,000	-	-
Austin Association for Battered Citizens	8,068	-0-	-0-	-0-	9,880	9,880	53,016	50,931	-	-
Austin Child Guidance	76,327	76,327	76,327	76,327	37,117	34,927/ 61,127/	75,251	10,146	15,000	12,000
Austin Community Nursery	37,500	37,500	37,500	37,500	18,283	18,283	46,000	46,000	-	-
Austin Council on Alcoholism	15,000	-0-	-0-	10,248	5,860	-0-	34,668	30,500	-	-
Austin Rehabilitation Center	23,000	40,000	40,000	45,000	-	-	10,465	NR	-	-
Austin Tenants' Council	27,001	-0-	24,501	24,501	1,500	-	-	-	-	-
Austin Women's Center	-	-	-	-	1,953	1,860/ 93	6,750	NR	-	-
Big Brothers/ Big Sisters	38,000	34,234	34,234	34,234	19,268	19,268	61,481	37,191	-	-
Bryant House	-	-	-	-	21,000	21,000*	10,000	NR	-	-
Capital Area Rehabili- tation Center	39,230	39,230	39,230	39,230	5,000	5,000	79,364	79,364	10,000	13,950
Caritas	51,870	51,870	51,870	51,870	17,640	17,640	10,000	10,000	-	-
Center for Battered Women	34,049	34,049	34,049	34,049	30,183	30,183	19,727	8,545	-	-
Charity Religion Assoc.	-	-	-	-	4,516	-0-	-	-	-	-
Child & Family Services	-	-	-	-	15,312	15,312*	198,105	NR	-	-
Child Incorporated	259,121	259,121	259,121	259,121	-	-	-	-	-	-
Community Crossroads	-	-	-	-	17,272	17,272*	-	-	-	-
Community Bound	22,880	17,880	17,880	17,880	22,880	11,440	9,900	NR	-	-

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AGENCY	CITY REQUESTED	CITY RECOMMENDED 04	CITY RECOMMENDED 51	CITY RECOMMENDED 104	COUNTY PROPOSED	COUNTY RECOMMENDED	UNITED WAY PROPOSED	UNITED WAY RECOMMENDED	ALSO PROPOSED	ALSO RECOMMENDED
Youth House	50,442	16,814	16,814	16,814	11,240	11,240	11,800	NR	10,200	-0-
Youth Advocacy	7,000	7,000	7,000	7,000	7,000	7,000	13,187	NR	-	-
Youth Employment Service	56,542	52,800	52,800	52,800	12,910	9,750	27,100	14,000	-	-
TOTALS	\$1,621,169	\$1,234,598	\$1,300,378	\$1,357,738	\$609,467	\$422,981/ 137,781	\$794,901	\$425,185/ 18,691	45,904	56,657
GRAND TOTAL REQUESTED										\$3,071,441

KEY: /: figure preceding slash (/) is basic recommendation; figure following is second priority or supplementary.

* funding contingent on action by outside funding source.

NR - No recommendation

AUSTIN COMMUNITY TELEVISION

MR. LORENZO PHILLIPS, President, Austin Community Television, reviewed the programming accomplishments of ACTV and then requested for the following areas:

1. Continue taping City Council meetings, but with upgraded equipment.
2. Produce at least 24 public service announcements for Austin Human Services agencies.
3. Produce monthly a one-half hour discussion program with one Human Services agency, to be aired at prime time over the cable channel.

AUSTIN AREA URBAN LEAGUE

No one appeared to speak.

AUSTIN ASSOCIATION FOR RETARDED CITIZENS

MS. DORIS TILMAN, Executive Director, AARC, requested funds for a one-half time coordinator for mentally retarded children in the amount of \$8,068.

AUSTIN CHILD GUIDANCE

MR. TOM CRIPPS, Director, Austin Child Guidance Center, urged the Council to approve the HSRT recommendation for funding in the amount of \$76,327. That amount would cover 650 children and 2,100 collaterals.

AUSTIN COMMUNITY NURSERY

A representative of Austin Community Nursery expressed her appreciation to the Council.

AUSTIN COUNCIL ON ALCOHOLISM

JIM HUEY, Executive Director, Austin Council on Alcoholism, stated that the request would keep the Austin net alive, which was a new program of referral sources.

Councilmember Himmelblau asked if it would be possible to get funding from some of the member organizations. Mr. Huey replied that they had not been together long enough to talk about it, but that it could be brought up. He had not checked into the availability of NIAAA funds, but would do so. Councilmember Himmelblau felt that some grant money should be available through HSA.

AUSTIN REHABILITATION CENTER

MR. DAVE JONES, Director, Austin Rehabilitation Center, urged the Council to adopt their budget as submitted. He reviewed some accomplishments and felt that the program was saving the City money.

AUSTIN TENANTS' COUNCIL

JENNIFER BURGESS, Assistant Director, Austin Tenants' Council, stated that a memo had been circulated to the Council with some added requests as far as they related to HSRT recommendations. She hoped that the Council would give the requests serious consideration.

BIG BROTHERS/BIG SISTERS

No representative appeared to be heard.

CAPITAL AREA REHABILITATION CENTER

MS. CARMEN TYLER, representing the Center, stated that during the past year they were able to serve with the help of City funds a total of 151 long-term clients and about 3,000 short-term clients. She urged adoption of HSRT recommendations for the Agency.

CARITAS

A representative from Caritas stated that no increase in funding was being requested this year.

CHILD INCORPORATED

No representative appeared to be heard.

COMMUNITY BOUND

A representative from Community Bound stated that he supported the HSRT recommendation for the Agency.

DEVELOPMENT ASSISTANCE FOR REHABILITATION

A representative from DAR stated that he agreed with the recommendations.

Councilmember Himmelblau asked why the change was recommended.

Mr. Buck Apelt stated that initially there had been a lack of information, but after several meetings with the Director, everything has been worked out. The Agency did not have a contract with the Department of Pardons and Paroles. The County was funding about 80% of the half-way house operations, which was a subsidiary of DAR and amounted to about \$25,000.

In response to Councilmember Himmelblau's question, Mr. Apelt replied that almost all of criminal justice type of funding had been transferred to the County except DAR and perhaps Youth Advocacy, with a switching between the City and United Way and the County and United Way. It had not been considered at more length due to the amount of City funding that went into DAR. However, it could be done.

EXTEND-A-CARE

A representative from Extend-A-Care was present to answer questions, but had no specific comments.

Indochina Refugee and Resettlement Assistance Consultant, Inc.

A representative from IRRAC outlined the services provided by the agency. About 15 to 20 families arrived each week from Indochina, and there were 6,000 to 7,000 refugees in Austin now. He asked for funding to provide adequate services for the refugees.

CHILD INCORPORATED

A representative from the Agency stated that the Federal day care center regulations had not been determined, so it was not possible to know what those regulations would be locally. The Agency would be serving about the same number of children as last year, but was requesting local funding to serve as a cushion to back up changes in State and Federal regulations as they developed. Funding level would be about the same as before.

At this point Councilmember Cooke entered the Council Chamber.

FORMER COUNCILMAN RECOGNIZED

Mayor McClellan recognized Mr. Harry Nolen, who served on the Austin City Council in 1928.

LEGAL AID

No representative appeared to be heard.

ATC - MH/MR

MS. JUDY YUDOF, representing MH/MR stated that their funding request amounted to \$1.15 per capita, while the six other metropolitan area centers averaged \$1.39 per capita, making the request 1.4% below the state average. She felt that the Agency had addressed the questions raised last year by HSRT and that things were getting quieter within the agency.

MR. JOHN BRUBAKER, Executive Director of the Agency, stated that this year's budget did the following:

1. Approximately \$326,000 cut from last year's budget due to declining federal funds, while providing a 5.1% raise to the staff.
2. Approximately 30 staff members had been laid off and two day treatment centers were merged.

\$26,231 was needed from the City to fund the Gateway alcohol rehabilitation program.

MR. BILL IVORY, Director of Alcohol Programs for the Agency, spoke in favor of the Gateway program and stated that if the program was discontinued, service providers would lose a major alternative in the placement of alcohol abusers.

MR. JACK JACKSON, Chairman, Alcohol Advisory Committee, ATC-MH/MR, stated that he had visited Gateway and that the program really worked.

CENTER FOR BATTERED WOMEN

MS. DEBBIE TUCKER, Director of the Center, referred to their foundation grant individual solicitation package for FY 1981, which was being distributed by Ms. Eve McArthur. Ms. Tucker described the progress of the new center, which was near completion.

MS. EVE MCARTHUR, Assistant Director of the Center, referred to an article in the September 5, 1980 Texas Observer, which stated that the Austin Center was considered to be the most advanced of the various operations.

AUSTIN AREA URBAN LEAGUE

A representative from the League stated that they were willing to operate with the recommended level of funding.

At that point, Mayor McClellan read the list of agencies which has thus far been covered and opened the floor to discussion from citizens. No one appeared to be heard.

MIDDLE EARTH

A representative from Middle Earth stated that they concurred with HSRT recommendations.

PEOPLE'S COMMUNITY CLINIC

MR. DICK LEVERAGE, a board member of the Clinic, stated that the clinic could serve its clients cheaper than the emergency room at Brackenridge Hospital. The clinic treated 50 to 60 patients on Monday night and turned away about 120 to 150 patients each month. That number would increase if the requested funding was not granted.

In response to Councilmember Himmelblau's question, Mr. Leverage said that the family planning grant was cut by 20%. Councilmember Himmelblau felt that the program was very effective.

RAPE CRISIS CENTER

A representative from the Center stated that they were pleased with the HSRT recommendations.

SERVICES FOR THE ELDERLY

A representative from Services for the Elderly stated that they were pleased with HSRT recommendations and thanked the Council for continued support.

UNITED ACTION FOR THE ELDERLY

MS. JANE ANMOOD, Director, stated that Meals on Wheels would need all of the recommended HSRT funding because DHR had not slated any additional Title XX funds next year. As of today, there were 194 persons on the Meals on Wheels waiting list.

UNITED CEREBRAL PALSY

MS. PATTY ANDERSON, Director of the Max Gochman Center for United Cerebral Palsy, asked the Council to support the 5% funding level recommended by HSRT, which amounted to \$20,000 and was required to meet a Title XX match.

YOUTH EMPLOYMENT SERVICE

MS. JULIE SECORA, Director, stated that they did not necessarily agree with HSRT recommendations, but could live with it. However, they were seeking funds elsewhere.

In response to Councilmember Himmelblau's question, Ms. Secora replied that AISD had been approached for funding, but that AISD was stressing educational matters more than employment. Councilmember Himmelblau felt that AISD should do their share once in a while.

LEGAL AID

MR. JOHN SCANLON, president, board of directors, Legal Aid Society, stated that they were displeased with the HSRT recommendations and were requesting funding for \$66,000.

MR. JAY HALEY, president, Travis County Bar Association, asked the Council to fund Legal Aid as requested.

MS. BEE ANN SMITH stated she had been working with Legal Aid during the last year to organize a supplemental group of volunteer services for the poor which Legal Aid could not serve because of their case overload. Every lawyer in Travis County had been asked to volunteer to represent indigent clients. Over 200 lawyers had volunteered to take from 2 to 6 more cases per year. She asked the Council to fund Legal Aid as requested.

MIGHT

MR. JIM CANNON, representing MIGHT, stated that they had begun RCIL--Research Center for Independent Living through various grants and were located at 2818 San Gabriel at the Austin Area Retarded Citizens building. MIGHT was requesting help to meet match money requirements for developmental disabilities.

YOUTH ADVOCACY

A representative from Youth Advocacy stated that a change would be forthcoming insofar as funding, but he preferred to wait until all information was available.

SPONSOR COORDINATORS FOR REFUGEES

MR. MARK MILLS, Coordinator of Social Services for the Agency, described the program offered and asked for \$4,000 in emergency aid from the Council.

INFANT-PARENT TRAINING PROGRAM - ATC-MHMR

MR. ALLAN BREZILLE, 1008 Hermitage Drive, spoke in support of the Infant-Parent Training Program. His son was born with Down's Syndrome and was in the program. He described the program and stated that it was the only full service program in Austin for developmentally delayed infants and their families. The program served 120 infants and their families last year. He asked the Council to provide funds to serve at least 120 infants.

MR. DON RETTBERG, 4002 Sidehill Path, spoke in support of the Infant-Parent Training Program. He described the work being done to create State legislation to fund such programs statewide. Passage of the legislation next spring should mean that the 200 plus handicapped infants in Austin who need developmental service would be served by the program. However, the proposed MHMR budget had funding for only 90 infants. He asked the Council to fund the program at the 120-infant level which would cost the City and County an additional \$30,000.

In response to Councilmember Himmelblau's question, Mr. Rettberg indicated that there would be approximately 80 infants still on the waiting list.

INDOCHINA REFUGEE AND RESETTLEMENT ASSISTANCE CONSULTANT, INC.

MR. CHARLES WADE spoke in support of the Agency and contended that it was the City's responsibility to help the refugees.

PARENT FAMILY LIFE CENTER

MS. LINDERMAN appeared before the Council to speak in favor of the Center. She pointed out that services were not restricted to college students.

MR. CARTER, Assistant to the President at Huston-Tillotson College, also spoke in support of the Center and asked for any consideration.

VAUGHN HOUSE

A representative of Vaughn House asked the Council to support the HSRT funding recommendation.

PEOPLES' CLINIC

MR. CARL PRICE, a volunteer at the Clinic, spoke in support of the Clinic.

MR. PETER ZAHENDRA, speaking as a user of the Clinic, spoke in support of the Clinic.

COMMUNITY BOUND

REV. WILSON WADE, Pastor of St. Luke United Methodist Church, spoke in support of Community Bound and asked the Council to consider SPAC recommendations.

REFUGEE PROGRAM

An unidentified woman spoke in support of the refugee programs and stated that she had given five years of her services free.

PARENT FAMILY LIFE CENTER

MR. HURLEY D. WILLIAMS spoke in support of the Center at Huston-Tillotson College and asked the Council for funding.

RAPE CRISIS CENTER

MS. JANIE PALESCHIC, a counselor at the Rape Crisis Center and a rape victim herself, stated that counseling the victim was not enough. She spoke in support of the Center's work and the need for public education regarding rape.

INDOCHINA REFUGEE AND RESETTLEMENT ASSISTANCE CONSULTANT, INC.

An unidentified woman, who worked as a secretary for IRRAC, asked for the City's help in handling the refugee problem.

The Council recessed at 5:05 p.m. until 7:00 p.m.

RECESSED MEETING RESUMED

At 7:00 p.m. Mayor McClellan reconvened the Council meeting which was recessed earlier. She first introduced Mr. Alvin Golden who presented the Austin Arts Commission recommendations.

Mr. Golden reviewed the process by which the various groups were funded. Following are the recommendations of the Arts Commission for 1980-81 cultural contract funding:

General Service

1. Austin Ballet Theatre - \$5,400
2. Austin Civic Ballet - \$22,250
3. Austin Symphony Orchestra - \$49,441
4. Center for Cultural Resources - \$11,575
5. Laguna Gloria Art Museum - \$117,000
6. League of United Chicano Artists - \$17,420
7. Paramount Theatre - \$39,100
8. Women and Their Work - \$6,457
9. Zachary Scott Theatre - \$43,452

Special Service

1. Afro-American Players - \$3,665
2. American Deaf Dance Company - \$8,600
3. Austin Choral Union - \$2,910
4. Austin Civic Chorus - \$3,360
5. Austin Civic Wind Ensemble - \$0
6. Austin Contemporary Visual Arts Association - \$6,950

7. Austin Ethnic History Association - \$0
8. Austin Federation of Musicians - \$9,734
9. Austin Festival of the Arts - \$0
10. Austin Friends of Traditional Music - \$0
11. Austin Opportunities - \$0
12. Austin Repertory Dancers/Dance Umbrella - \$1,011
13. Austin Repertory Theatre - \$4,288
14. Center Stage - \$350
15. Con Drama, Inc. - \$1,375
16. Dance Umbrella - \$8,900
17. Dancers Contemporary Company - \$850
18. Deborah Hay and Company - \$1,312
19. East Austin Arts Workshop - \$0
20. Fifth Ray Bookstore - \$0
21. Gaslight Foundation - \$4,430
22. Interart Works - \$4,566
23. Invisible, Inc. - \$3,950
24. KFMA - \$3,600
25. Larson Institute of Historical Instrument Technology - \$1,748
26. Music Umbrella - \$9,108
27. Pina Arts - \$1,268
28. Spectrum - \$1,000
29. Texas Circuit/Interart Works - \$3,730
30. Travis County Historical Commission - \$0
31. Arts Commission Contingency Fund - \$1,200

Mayor McClellan then opened the meeting to presentations from representatives of the organizations requesting City funding.

CENTER STAGE

MR. DICK CHICK, President of Center Stage, urged that the amount of their funding be raised to \$3,500 for 10 public service dates.

Mr. Golden said that the Arts Commission had opted to recommend more days be funded at Gaslight Theatre because more art groups expressed a preference for that facility.

Mr. Chick responded that there had been personnel changes at Center Stage which had cleared up a previous problem. Initially they had requested \$5,500, but now asked for \$3,500.

Mr. Tomas Ybarra of Con Drama spoke in support of Center Stage.

At 7:20 p.m. the Council recessed its meeting until 8:00 p.m.

RECESSED MEETING RESUMED

At 8:00 p.m., Mayor McClellan called the recessed meeting to order. Prior to hearing from intergovernmental and other agencies, Mayor McClellan recognized an unidentified woman who spoke in support of City funding for the refugee programs.

The Mayor then recognized representatives from intergovernmental and other agencies.

MEXICAN AMERICAN CHAMBER OF COMMERCE

MR. JUAN VASQUEZ, commented on how the City of Austin obtained the International Sister Cities convention for Austin in the summer of 1981, winning out over El Paso and San Antonio. He indicated that there was a possibility of bringing to Austin from Mexico City Raul Velasco's program, "Siempre en Domingo," which was telecast internationally. He referred to several other organizations with which he was working for better international cooperation. As Director, Mr. Vasquez stated that he would be providing the Council with input on all of the things he was trying to do and asked the Council for their comments on those items.

AUSTIN CHAMBER OF COMMERCE

MR. NEAL SPELCE, representing the Austin Chamber of Commerce, began by saying tomorrow he would be going to Washington, D.C. to present Austin's case for designating Austin as a Port of Entry.

Mr. Spelce then made the following proposal to the Council in regard to the contract with the Chamber of Commerce for visitor promotion. (See following pages)

Councilmember Mullen felt that the Chamber of Commerce should make it clear to Austin citizens that the Chamber was promoting tourism and not encouraging more people to move to Austin. Mr. Spelce agreed with the suggestion.

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IN ADOPTING A BUDGET THIS YEAR, THE COUNCIL IS TRULY BEING CALLED ON TO DISPLAY THE PATIENCE OF JOB AND THE WISDOM OF SOLOMON. THE CHAMBER OF COMMERCE CERTAINLY CAN OFFER NO SIMPLE SOLUTIONS. BUT AS IN SOLVING MOST PROBLEMS, THERE ARE ALTERNATE SOLUTIONS, AND BUDGETS ARE NO EXCEPTION.

WE WOULD LIKE TO OFFER A PROPOSAL RELATING TO THE SMALL PORTION OF THE BUDGET COVERING THE CONTRACT FOR VISITOR PROMOTION THAT THE CITY HAS WITH THE CHAMBER OF COMMERCE. THE PROPOSAL THAT I WILL PRESENT TO YOU WOULD IN NO WAY INCREASE THE TOTAL BUDGET--AND WE ARE WILLING, ON THE BASIS OF LONG-ESTABLISHED TRENDS, TO GUARANTEE AN INCREASE IN INCOME THROUGH TAXES TO THE CITY. AND WE SUBMIT THAT INCREASED INCOME IS AS EFFECTIVE IN BALANCING A BUDGET AS IS REDUCING EXPENDITURES.

AS YOU KNOW, FUNDS FOR THIS CONTRACT ARE DERIVED FROM ROOM TAX COLLECTIONS WHICH ARE DEDICATED BY LAW FOR PURPOSES RELATING TO THE VISITOR INDUSTRY. THE CITY COUNCIL'S JOB IS THAT OF ALLOCATING THE FUNDS WITHIN THE AMOUNT COLLECTED.

LET ME ESTABLISH THIS FACT: IT HAS BEEN PROVEN NATIONWIDE THAT STATES AND CITIES ENJOY THE BENEFITS OF THE VISITOR INDUSTRY IN DIRECT PROPORTION TO THEIR INVESTMENT IN VISITOR PROMOTION AND SERVICES. THE STATE OF TEXAS IS A PRIME EXAMPLE. TEXAS HAD ACTUALLY BEEN DECLINING IN NUMBER OF VISITORS EACH YEAR UNTIL THE CONSTITUTIONAL CHANGE BY THE PEOPLE OF TEXAS ENABLING THE ESTABLISHMENT OF THE TEXAS TOURIST DEVELOPMENT AGENCY. THE TREND WAS

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IMMEDIATELY REVERSED. IN FACT, THE LAST SESSION OF THE LEGISLATURE--
FACED WITH BUDGET PROBLEMS SIMILAR TO THE CITY'S CURRENT SITUATION--
ACTUALLY INCREASED TTDA'S APPROPRIATION 86% WHILE HOLDING THE LINE
ON MOST OTHER STATE AGENCIES. THE REASON FOR THIS INCREASE WAS TO
GENERATE MORE INCOME FOR TEXAS.

WE FURTHER BELIEVE THAT IN GRANTING OUR SMALL REQUEST THERE
WILL BE NO NEED FOR A REDUCTION OF ANY BUDGETED AMOUNT AS SHOWN ON
PAGE 28 - AUDITORIUM AND COLISEUM FUNDING SUMMARY. AND HERE'S WHY.
THE AVERAGE INCREASE PER YEAR SINCE THE START OF THE ROOM TAX IN
AUSTIN HAS BEEN 21% PER YEAR. THE TOTAL INCREASE IN TEXAS THIS
PAST YEAR WAS 22%. HOWEVER, THE PROJECTED INCREASE IN YOUR
PROPOSED 80-81 BUDGET IS ONLY 13.3%--A FIGURE LOWER THAN THE ACTUAL
INCREASE IN ANY PREVIOUS YEAR. IF OUR 80-81 INCREASE IN ROOM TAX
INCOME IS ONLY AVERAGE (21%)--AND IT HAS BEEN TENDING TO BE GREATER
THAN AVERAGE RECENTLY DUE TO INFLATION--BUT IF IT STAYS ONLY AVERAGE,
THE INCOME WILL BE \$115,000 IN EXCESS OF THE AMOUNT BUDGETED OR
\$1,815,000 RATHER THAN \$1,700,000.

A FURTHER REASON THAT NO EXPENDITURE ITEMS WITHIN THE
AUDITORIUM AND COLISEUM FUND WOULD BE AFFECTED IS THAT AN ADDITIONAL
UNALLOCATED ENDING BALANCE OF \$145,418 IS ANTICIPATED.

COMBINING THE INCREASE IN INCOME FROM A REALISTIC ROOM TAX
ESTIMATE (\$115,000) PLUS THE ANTICIPATED ENDING BALANCE (\$145,418),
THE AUDITORIUM AND COLISEUM FUND FOR 1980-81 WILL HAVE UNCOMMITTED
FUNDS OF \$260,418.

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ON THE ATTACHED SHEET WE HAVE OUTLINED EXPANDED NEEDS THAT WILL GIVE AUSTIN A MINIMUM BUDGET TO MEET COMPETITIVE PRESSURES IN THE VISITOR MARKET. AS A SUPPLEMENT TO THE 80-81 PROPOSED CONTRACT, IT REQUESTS ONLY AN ADDITIONAL \$86,222 OF THE ESTIMATED UNCOMMITTED \$260,418.

THE TOTAL AMOUNT THE CHAMBER IS REQUESTING IS ALMOST EXACTLY 25% OF THE ANTICIPATED REVENUE . . . OR 1% OF THE 4% WHICH IS COLLECTED.

AS YOU KNOW, THE LAW MANDATES THAT 1% BE ALLOCATED BY EACH CITY FOR MARKETING EFFORTS, SO WE WOULD LIKE TO ASK THE CITY COUNCIL--UPON ADOPTING OUR REQUEST THIS YEAR--TO SET AS A MATTER OF COUNCIL POLICY THAT 1% SHALL BE ALLOCATED TO THE CHAMBER'S MARKETING EFFORTS.

(OF COURSE, THERE IS PRECEDENT FOR SUCH AN ACTION SINCE THIS COUNCIL HAS TAKEN SUCH A STEP ON BEHALF OF OUR FINE ARTS COMMUNITY HERE.)

THIS 1% POLICY DIRECTION WOULD GIVE GUIDANCE TO THE CITY STAFF ON FUTURE BUDGET PREPARATIONS.

WE SUBMIT TO THE COUNCIL THAT DIRECT RETURNS IN TAXES TO THE CITY OF AUSTIN WILL FAR EXCEED THIS SMALL ADDITIONAL INVESTMENT. WE URGE THAT THIS SMALL ADJUSTMENT BE MADE--FOR THE BENEFIT OF THE BUDGET IN THE FORM OF HIGHER INCOME AND FOR THE CITIZENS OF AUSTIN IN THE FORM OF ADDED JOB OPPORTUNITIES.

September 8, 1980

RECAP

Total 1980-81 Chamber of Commerce Request	\$426,472
Currently proposed in 1980-81 Budget	340,250
Estimated Uncommitted Funds Available	\$260,418
Requested Additional Funds	86,222

AUDITORIUM AND COLISEUM

FUND SUMMARY

	<u>ACTUAL</u> <u>1978-79</u>	<u>ESTIMATED</u> <u>1979-80</u>	<u>BUDGET</u> <u>1980-81</u>
BEGINNING BALANCE	\$ 445,180	\$ 489,562	\$ 581,992
REVENUES	\$ 454,730	\$ 607,300	\$ 666,500
HOTEL/MOTEL TAXES	1,222,487	1,500,000	1,700,000
TOTAL REVENUES	<u>\$1,677,217</u>	<u>\$2,107,300</u>	<u>\$2,366,500</u>
TOTAL AVAILABLE FUNDS	<u>\$2,122,397</u>	<u>\$2,596,862</u>	<u>\$2,948,492</u>
OPERATING EXPENSE	<u>\$ 737,986</u>	<u>\$ 788,678</u>	<u>\$1,146,552</u>
CONTRACTS AND TRANSFERS			
Mexican American Chamber of Commerce	\$ 63,877	\$ 68,348	\$ 84,750
Austin Chamber of Commerce	257,070	275,065	340,250
Transfer to CIP	234,200	526,000	750,000
Transfer to General Fund (Arts)	339,702	356,779	425,000
Transfer to Worker's Compensation Fund	0	0	1,700
GENERAL WAGE INCREASE	<u>0</u>	<u>0</u>	<u>54,822</u>
TOTAL REQUIREMENTS	<u>\$1,632,835</u>	<u>\$2,014,870</u>	<u>\$2,803,074</u>
ENDING BALANCE	<u>\$ 489,562</u>	<u>\$ 581,992</u>	<u>\$ 145,418</u>

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1981 EXPANDED NEEDS FOR CONVENTION AND TOURISM PROMOTION AND SERVICES

We believe that we have experienced a twelve percent loss during the current year due to inflationary pressures. In order to provide the service in 1981 that we provided in 1980, an overall increase of twelve percent would be needed.	\$33,007
Salary and fringe for Convention Coordinator. Convention planning and service is one of the things that makes a community a desirable convention city. Present staff assignments do not permit adequate handling of this function.	13,500
Salary and fringe for Information Specialist. An ever increasing number of inquiries and office visits necessitates expansion of this function. The mail should not go unanswered and visitors should receive prompt and courteous service.	11,050
Additional office equipment will be needed to accommodate any new employees. The current budget simply takes care of repair and replacement.	4,000
Postage - Increased inquiries and mailings indicate a twenty percent increase is necessary.	1,800
Additional telephone installation for new employees, plus expanded use of the telephone for expeditious handling of sales and service calls, requires additional funds.	1,800
Travel posters are fast becoming a major means of establishing an image and identity. Our posters are in much greater demand than availability, and we estimate an additional need of 2,500 at approximately \$2.50 each. Budget for regular promotional materials is currently not adequate.	9,750
Advertising has always been the scapegoat in budget planning and has been kept to an absolute minimum for a number of years. We feel its impact could be increased manyfold by less than doubling the current budget. Although this will scarcely make us competitive with other Texas communities, it will enable better coverage than at the present.	34,500
The increasing use of publicity through contacts that have been established by travel writer visits requires additional pictures and press kits. A new press kit jacket is sorely needed.	2,500
Graphic displays currently in use for promotional activities need refurbishing or replacement. Current budget permitted only maintenance.	7,500

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Additional brochures are badly needed. Although our current selection of brochures is excellent, we do not have enough for broad distribution. In addition, foreign markets, which are becoming increasingly important, demand special attention and distribution. We estimate an additional 200,000 brochures are needed; cost approximately six cents each.	\$ 12,000
No longer is a map an item that visitors can pick up at any service station, realtor's office, etc. Yet it appears that Chambers of Commerce are expected to have these available. We estimate the need for an additional 100,000 sheet maps at five cents each and 10,000 regular maps at twenty-five cents each.	7,500
Travel has been kept to a minimum due to budgetary restrictions and sorely needs to be expanded.	3,000
In order to participate in sales conferences and "market-place" sessions of the National Tour Brokers Association, American Bus Association, DATO, Discover Texas, etc., membership is now required.	1,500
Austin is blessed with many convention planners/trade association executives who reside in Austin. For years they were relatively neglected in comparison to competing cities who staged dinners, parties, dances, etc., for them. Austin cannot ignore this anymore and must indicate it is interested in their business through an appropriate sales blitz and entertainment feature. Additional funds must be made available to do this.	8,000

September 8, 1980

1979 CONVENTION & TOURISM PROMOTION - COMPETING CITIES (APPROXIMATE)

Austin	\$ 257,000
San Antonio	2,280,897
Houston	1,482,000
Dallas	1,350,924
El Paso	752,202
Corpus Christi	531,000
McAllen	453,000
Arlington	418,063
South Padre Island	410,000
Fort Worth	361,250
Laredo	340,850
Grapevine	293,793
Beaumont	291,000
Amarillo	233,000

HOTEL-MOTEL ASSOCIATION

MS. NANCY REDDEN, President, Hotel-Motel Association in Austin, presented to the Council statistics that indicated a 20% vacancy in rooms existed every night. Over a year's time that amounted to 335,800 empty rooms. With 1,600 more rooms coming into the City, an additional 584,000 rooms would need to be filled annually. After that addition, the Chamber of Commerce would have to come up with 467,200 more rooms filled nightly just to maintain the present occupancy level. She felt that Austin could not afford not to go out and compete for convention business. She also felt that people of Texas had a misconception that Austin was always full, but that it was not true.

Councilmember Mullen asked Ms. Redden to put her statement into writing for the Council and she concurred.

COMMUNITY EDUCATION

MR. LESTER HAYNES, Project Coordinator for the Community Education program, stated that both the AISD and Texas Education Agency had cut their requested amounts for next year. He asked the Council to approve their request of \$309,000, with no increase in personnel, which would keep Community Education at approximately the same level as last year.

COUNTY HORTICULTURIST

A representative from that Agency was not able to be present.

HUMANE SOCIETY

MR. DOYLE NORDYKE reviewed the last ten months' statistics of the Humane Society and stated that the total cost per animal was \$16.85, while the City's share was only \$6.18 per animal.

City Manager Davidson stated that the City was fortunate to have Mr. Nordyke with the Humane Society.

AUSTIN COMMUNITY FOUNDATION

MR. BEVERLY SHEFFIELD stated that he would answer any questions about the Foundation.

Mayor McClellan expressed her appreciation for the work of the Foundation.

AUSTIN-TRAVIS COUNTY ALCOHOL COUNSELING

MR. ORTIZ, representing the Agency, appeared before the Council to review the last year's activities.

JUDGE STEPHEN W. RUSSELL of the Municipal Court stated that the Court has handled 4,379 complaints for public intoxication in the last year. The contract with Mr. Ortiz' group covered counseling for only 350 people. There also had been 1,242 driving while intoxicated cases.

Councilmember Mullen stated that he wanted Texas Municipal League and the City's lobbyist to approach the Texas Legislature about placing a tax on alcohol which would go to cities to help defray the costs of alcohol counseling.

ADJOURNMENT

The Council adjourned its meeting at 8:50 p.m.

APPROVED

Carde Keeton McClellan
Mayor

ATTEST:

Grace Monson
City Clerk

NOTICE OF SPECIAL MEETING

TO THE MEMBERS OF THE CITY COUNCIL OF THE CITY OF AUSTIN:

Notice is hereby given that a Special Meeting of the City Council of the City of Austin will be held on the 9th day of September, 1980, Tuesday, at 6:00 p.m., in the Council Chambers at 301 West Second Street, Austin, Texas, for a Public Hearing on the proposed 1980-81 Operating Budget; the proposed water, sewer and sanitation rate structures; and the proposed fee revision recommended for Public Works, Planning, Urban Transportation, Building Inspection, Parks and Recreation, Emergency Medical Services, Library, Electric, Brackenridge Hospital, Finance, Utility Customer Service, Transit fare increases and General Revenue Sharing Funds.

ATTEST:

Grace Mourse
City Clerk

Carole Keeton McCallum
Mayor
City of Austin, Texas

CONSENT TO MEETING

We, the undersigned members of the City Council, hereby accept service of the foregoing notice, waiving any and all irregularities in such service and such notice, and consent and agree that said City Council shall meet at the time and the place therein named, and for the purpose therein stated.

Don Miller
Betty Himmel
Gale Cooke
Jimmy Shell
John Trevino, Jr.

ATTEST:

Grace Mourse
City Clerk